February 5, 2024

James River and Kanawha Canal Historic District. Calder Loth, 2016

Cultural Heritage Stewardship Plan

Prepared by **Commonwealth** PRESERVATION GROUP

CITY OF RICHMOND · ESTABLISHED 1731

About the Firm

- Established 2004

- Small, Micro, Woman, and Minority-owned business

- Full service historic preservation consulting firm

- Located in Norfolk, Virginia

- Projects throughout the Southeast and Mid-Atlantic Region
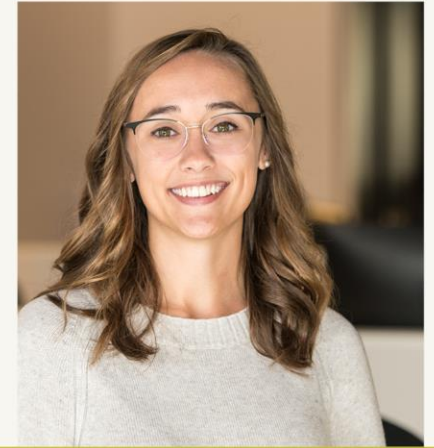
Project Team

Shockoe Valley and Tobacco Row HD. Calder Loth 2020

Paige Pollard
Principal-in-charge

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Project Manager

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Research & Data

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Project Administration

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Community Engagement

Leon Guanzon
Graphic Design

What neighborhood do you live in?

Project Goals

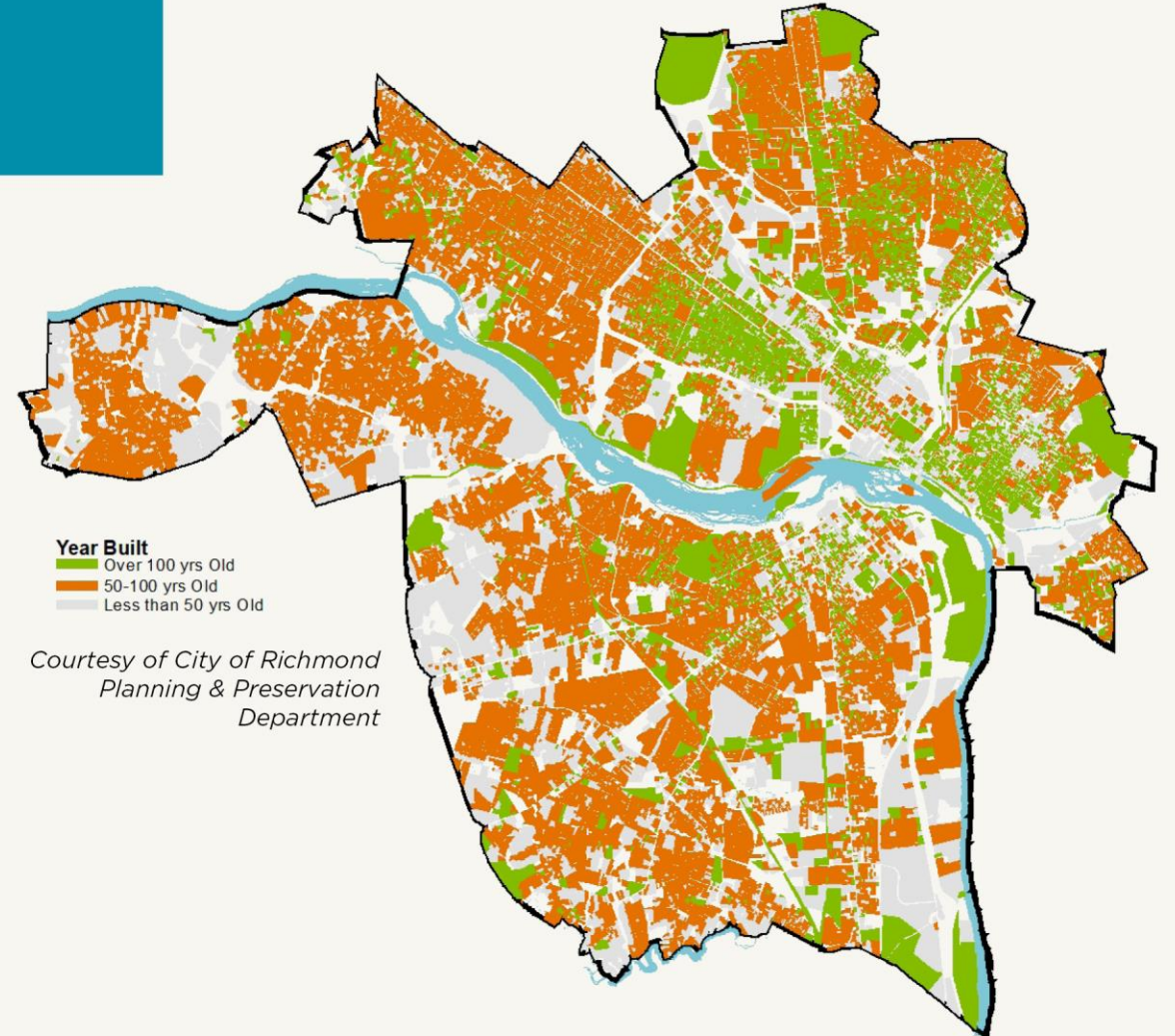## Creation of City-wide Cultural Historic Stewardship Plan

- Enhance City's existing policies, ordinances, and programs
- Design practical strategies and achievable goals that help manage change
- Acknowledge "the role historic preservation plays and will continue to play in shaping the city's urban form and character."

Fulfillment of Current Vision

- Alignment with Richmond 300
  - Objective 3: Historic Preservation

Emphasis on Equity & Inclusion

- Identify areas of diversity in City's cultural resources
  - Provide approaches to highlight underrepresented groups

Year Built
Over 100 yrs Old
50-100 yrs Old
Less than 50 yrs Old

Courtesy of City of Richmond Planning & Preservation Department

Project Scope Phase II

- **Fall Community Engagement**
  - In-person & Virtual Meetings
  - Online Community Questionnaire

- **Winter & Spring Community Engagement**
  - Open House
  - Virtual Public Meetings
  - Deliverables available for review and comment

- **Spring & Summer Content Development**
  - Public Survey Analysis
  - Outline
  - Full Draft Development

Cary Street Park and Shop Center. Calder Loth 2020

Key Terms

Fifth and Main Downtown Historic District. Calder Loth 2005

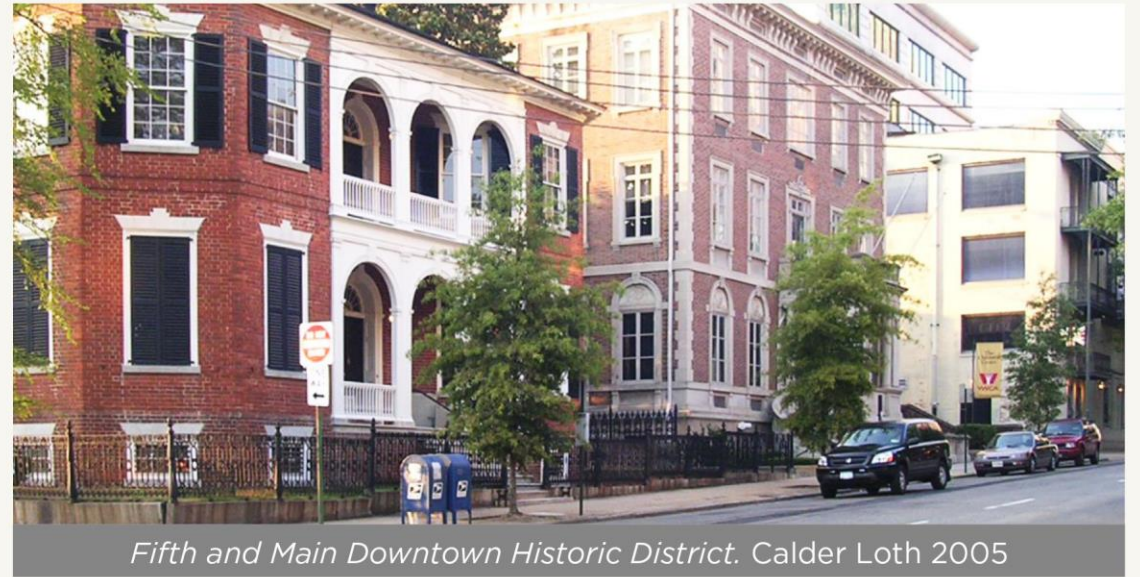■ **Stewardship:**
Care and responsible management

■ **Preservation:**
Stewardship of historic buildings, sites, places, neighborhoods, and community assets

■ **Cultural Resource:**
A broad term that refers to a variety of historic assets within a community
  ▸ *Tangible*: Physical, able to see or feel
  ▸ *Intangible*: Not immediately visible or apparent, lost resources, oral history, cultural traditions

■ **Historic:**
Typically refers to a place, building, object, district, or site that is more than 50 years old
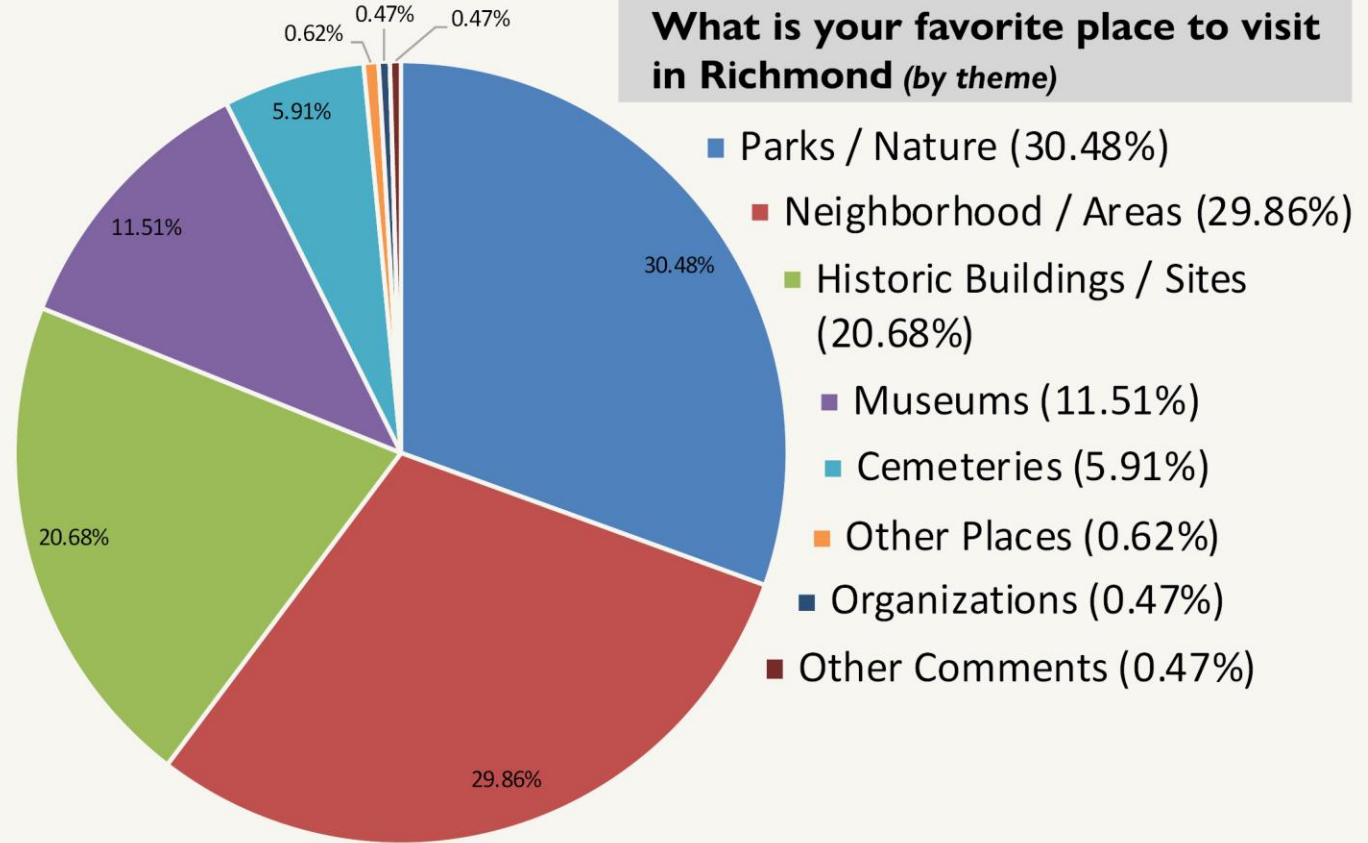
■ **Cultural Heritage:**
Legacy of tangible and intangible attributes of a group or society inherited from the past

How does the term cultural heritage resonate with you? Do any of the other key terms stand out to you?
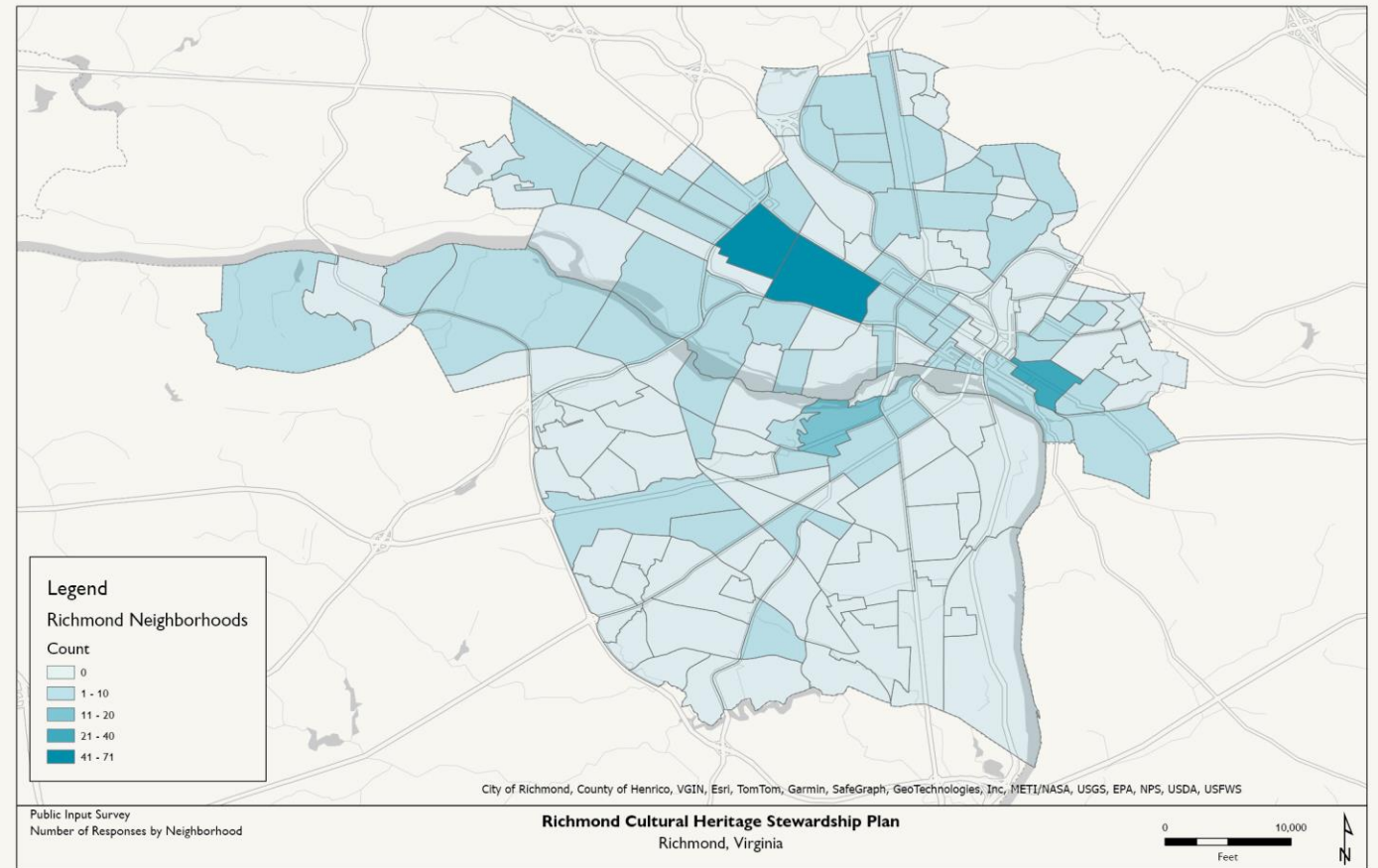
Community Questionnaire Summary

- **Online Public Survey**

- **Open October 16, 2023 – November 20, 2023**

- **Total number of survey participants: 409**

What is your favorite place to visit in Richmond *(by theme)*

- Parks / Nature (30.48%)
- Neighborhood / Areas (29.86%)
- Historic Buildings / Sites (20.68%)
- Museums (11.51%)
- Cemeteries (5.91%)
- Other Places (0.62%)
- Organizations (0.47%)
- Other Comments (0.47%)

Community Questionnaire Summary

Participants...

▶ Most identified **interest in history** and/or **enjoy visiting historic places**

▶ Many **live in old houses** and/or **live or work in an historic neighborhood**

▶ All have a **direct or frequent relationship with Richmond**; majority are **long-term residents**
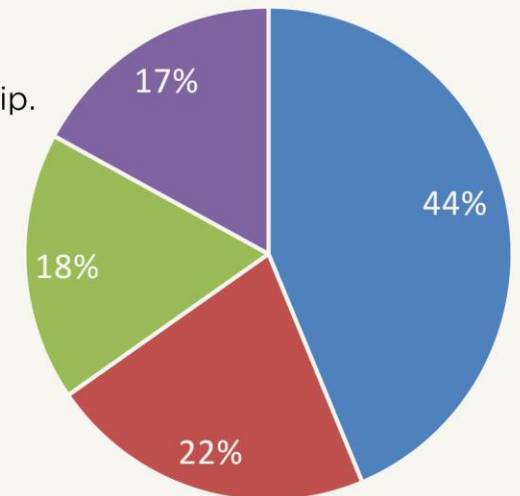
▶ Were primarily **white, female, and aged 51+**

Legend
Richmond Neighborhoods
Count
- 0
- 1 - 10
- 11 - 20
- 21 - 40
- 41 - 71

Public Input Survey
Number of Responses by Neighborhood

City of Richmond, County of Henrico, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, USFWS

Richmond Cultural Heritage Stewardship Plan
Richmond, Virginia

0   10,000
Feet

Community Questionnaire Summary

■ **Takeaways from Stakeholder Interviews:**

▶ Focus was not just on physical buildings, but also intangible assets such as **character and culture**

▶ Emphasis on **equity and inclusion**

▶ **Development pressure** is the greatest perceived threat to historic resources

▶ **Protections for community character** that are not cost-prohibitive

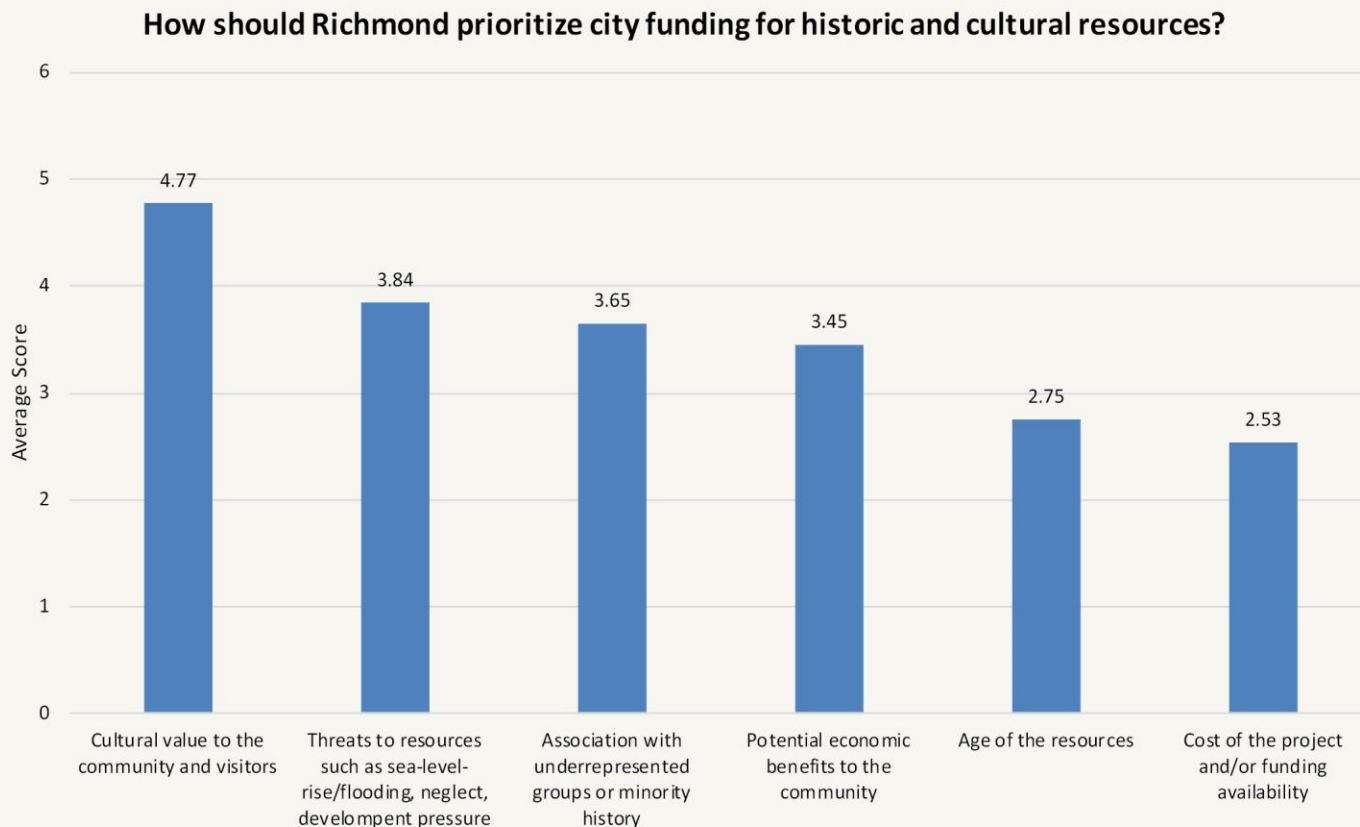▶ Complex relationship between **housing affordability, growth, and preservation**

How do you view the relationship between housing costs and historic preservationin Richmond?

■ Preservation assists in providing new or retaining existing housing affordability.

■ Preservation creates housing affordability issues.

■ Other

■ There is no relationship.

44%

22%

18%

17%

Community Questionnaire Summary

■ **Takeaways from Community Questionnaire:**

How should Richmond prioritize city funding for historic and cultural resources?

Average Score

Category	Score
Cultural value to the community and visitors	4.77
Threats to resources such as sea-level-rise/flooding, neglect, development pressure	3.84
Association with underrepresented groups or minority history	3.65
Potential economic benefits to the community	3.45
Age of the resources	2.75
Cost of the project and/or funding availability	2.53

▶ Many mid-century & **"less traditional" historic resources are worth saving**

▶ Historic & cultural resources bring people to Richmond; **development & density pressures are also their biggest perceived threat**.

▶ Housing affordability has a **complex relationship with historic preservation**.

▶ **Cultural value is the most important factor** in determining funding priorities for historic and cultural resources, **followed by threats to resources, association with marginalized groups, and economic benefits**.
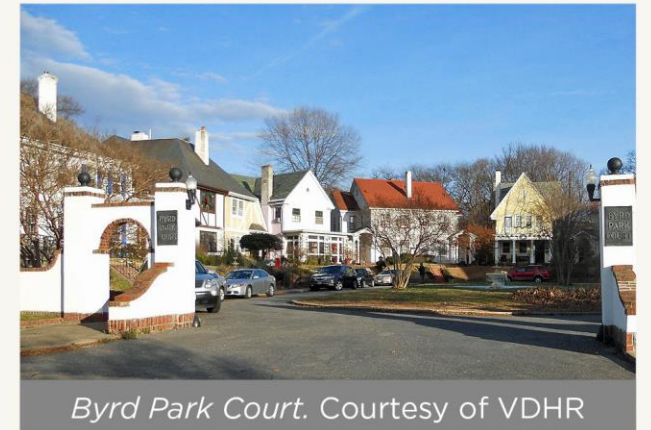
Community Questionnaire Summary

▶ High priority places include
- Designated historic landmarks & districts
- Places associated with underrepresented group
- Historic neighborhoods

▶ High priority initiatives
- Incentive programs for property owners
- New or expanded zoning tools for neighborhoods

St. John's Church. Courtesy of VDHR

Shockoe Hill Burying Ground. Dan Mouer 2021

Byrd Park Court. Courtesy of VDHR

Do you agree or disagree with the key takeaways?
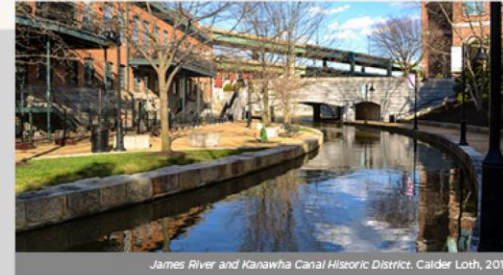Is there anything that you think is missing?

Plan Outline

City of Richmond
Cultural Heritage Stewardship Plan

Broad Street H.D. Calder Loth, 2020

James River and Kanawha Canal Historic District. Calder Loth, 2016

Fan Area H.D. Calder Loth, 2018

Detailed Outline by:

COMMONWEALTH PRESERVATION GROUP

Ginter Park Terrace HD, Hawthorne Avenue. Calder Loth, 2021

The purpose of a **Cultural Heritage Stewardship Plan** (CHSP) is to identify, recognize, and safeguard a community's cultural and historic assets. These assets, also referred to as resources, may include buildings, structures, communities or places, landscapes, below-ground resources (like archaeological artifacts or cemeteries). Cultural heritage also includes intangible aspects of community history such as shared memory and memorialization, oral history or oral tradition, lost resources, and identity.

Establishing a plan provides a way to manage change in a sustainable way as communities evolve and grow over time. The outline below is intended to offer a preview of what the plan may ultimately include. The City and CPG seek input on the content and direction of this outline in order to ensure it aligns with the stewardship philosophy and vision of Richmonders.

Guiding Principles

▶ Ensuring Equity and Inclusivity in all Cultural Heritage Stewardship Programs

▶ Increasing awareness of and appreciation for the City's historic and cultural places

▶ Promoting a balance between development and preservation through policies

Hollywood Cemetery. Calder Loth, 2021

Trends and Challenges

Highland Park Plaza. Calder Loth, 2021

1. Demographic Overview & Population Growth

2. Housing Affordability

3. Development & Density Pressures

4. Intangible Cultural Resources

5. Neglect, Deterioration, and Demolition

6. Natural and/or Man-made Disaster

7. Survey and Inventory Gaps

Goals

■ **Goals and initiatives fall into four categories**

1. Identify & Recognize

2. Safeguard & Manage Change

3. Engage & Educate

4. Streamline Processes & Maximize Resources

Jackson Ward Historic District. Calder Roth 2021

Factors for Prioritization

Shockoe Slip, Calder Loth 2020

1. Threats to resources (such as development pressure, neglect, demolition, disaster)

2. Resource rarity

3. Financial hardship

4. Cultural Value and/or Association with underrepresented or underserved communities

5. Historic age and integrity

Collaborative Implementation

■ **Chapter 6 will also include**

▶ **Implementation Plan:** Chart or diagram that outlines each of the goals and initiatives of Chapter 5, and provides measurements for prioritization, timeline for implementation, measures of success, and breakdown of responsible parties

▶ **Ten-year Survey & Documentation Plan:** Diagram outlining a recommended approach to filling the architectural and archaeological survey gaps, and increasing understanding of under-documented and under-recognized cultural heritage. This may include survey, markers, historic context studies, National Register Nominations, and oral history projects, for example.

How to Provide Feedback

Forest Hill Historic District, Calder Loth 2021

■ **ONLINE COMMENTS**

■ **Open Houses**
February 28th
   Option 1: *Main Public Library, Basement Auditorium*,
              11am-1pm, 101 E. Franklin Street
   Option 2: *Hickory Hill Community Center*,
              5-7pm, 3000 E. Belt Blvd.

■ **City Planning Commission Meeting**
March 19th, 6pm

■ **UPCOMING: First Full Draft Comment Period & Public Meeting**
June 2024

Project Schedule

October - December	January - February	March - May	June - August	September - December
• **COMMUNITY ENGAGEMENT ACTIVITIES** • Advisory Committee Outreach • **COMMUNITY SURVEY** • Analysis of Community Engagement • Research	• Develop Summary of Public Engagement • Prepare Detailed Outline of Plan • **OPEN HOUSE** • Advisory Committee Meeting • **PUBLIC MEETING & CITY PLANNING COMMISSION PRESENTATION**	• Content Development for 1st Draft of Plan	• Draft Review & Revision Cycle • **PUBLIC MEETING & CITY PLANNING COMMISSION PRESENTATION**	• Final Draft Development • **FINAL PRESENTATIONS** • Council Adoption

Commonwealth Club HD. Calder Loth, 2019

Laburnum Park Blvd

Questions?

Monroe Park

Commonwealth
Preservation Group

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